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**IMPROVING THE VISIBILITY OF KOKKOLA AREA AT
KOKKOLA – PIETARSAARI AIRPORT**

How to promote the area for visitors

Thesis

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ABSTRACT

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<p>In this thesis the main focus is on finding solutions for improving the promotion of Kokkola area at Kokkola-Pietarsaari airport. In the theoretical part marketing and local economic development are brought up. The theoretical framework is applied in the empirical part to support the ideas and plans. To get a more realistic picture about what needs to be done, interviews were conducted with the people that are involved in the business. Furthermore, the effect of financial matters has been analyzed in the thesis. Thus, the given solutions include also the financial point of view. Other airports have also been studied for inspiration and new ideas.</p> <p>The thesis aims to report solutions that could help the area get to better visibility at the airport and improve their economy in form of tourism. It has been only one aspect of the improvements that the airport has been going through.</p>		

Key words
 Local development, promotion, strategy

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1 INTRODUCTION

Big cities have many possibilities when it comes to the marketing of the area and the tourist attractions nearby. Cities in warm countries always have sun and warm weather that attract people there and big cities have millions of activities to offer. But when it comes to smaller cities, like Kokkola, that are not internationally known and aren't known for their flourishing tourism either, what should they do to attract tourists?

Small cities are also depending on income and want to attract tourist to the area. But what should small cities do to make it happen? What should Kokkola do so that people flying to Kokkola-Pietarsaari airport would get interested in the city and what it has to offer? Kokkola isn't very well known as a tourist attraction location, but it doesn't need to be that way.

Kokkola-Pietarsaari is a small airport and with only a number of incoming and outgoing flights a week. The passenger amounts are not very big and most of the people traveling to the area come here to do business. If these people who commute through the airport could be made interested in the area, Kokkola would gain more visitors.

This thesis is going to study how Kokkola area could gain better visibility at Kokkola-Pietarsaari Airport. This research on how to improve the visibility of Kokkola area at Kokkola-Pietarsaari Airport is one part of a three-year-project by Concordia.

The aim of this thesis is to study what kind of different things affect people and how they could be utilized to gain people's attention on Kokkola-Pietarsaari Airport. The aim is also to research what Kokkola area has to offer to people. One of the main points of this thesis is to figure out with what means Kokkola area could gain better visibility at Kokkola-Pietarsaari Airport.

The aim is to find out ways to promote Kokkola at the airport and come up with ways to get people's attention. This thesis is not only looking for theoretical solutions, but also practical ones. Ideas have been gathered from books and by interviewing people.

There are some problems that need to be solved in this project. One of the bigger problems is money, which is quite reasonable considering today's financial situation. Kokkola-Pietarsaari Airport is very small and is one of the airports in Finland that are constantly under threat of termination. Ykkösmedia, that is responsible for creating the advertisement that the airport wants, has quite many ideas that are affordable to create. They are also willing to increase the cooperation with the airport and Kokkolan Matkailu.

Another problem is the fact that Kokkola region is not very well known as a tourist attraction. According to Ari Nääppä, the manager of Kokkola-Pietarsaari Airport, most of the people who travel through the airport come here in business related matters and do not even have an interest in what Kokkola area has to offer aside from business.

There are a big number of smaller airports in Finland. To get some well-functioning ideas we have to look at how these airports have solved issues and what they are doing to support the area. The airport of Mariehamn is a good example. Even though it is a small airport they have a lot of travelers. They are working constantly to improve the visibility of tourist attractions etc. at their airport.

One of the problems that came up when talking with the representatives of the tourism office of Kokkola and the airport was that there isn't any common rules or anyone who would be monitoring the things that are done at the airport.

2 MARKETING STRATEGIES AND LOCAL COMMUNITY

Theoretically it has been hard to find anything that points out directly what should be done at the airport. I decided to use material about developing local economy in addition to material about marketing and marketing strategy.

2.1 Marketing

Marketing is about identifying and meeting human and social needs. It is a common thought that selling is the most important part of marketing, but that's not quite true. Selling is only one minor part of marketing as a concept. By marketing we should try to fulfill human needs and provide a higher standard of living. (Kotler and Keller 2009, 45.)

There is a core set of concepts that we need to comprehend if we want to understand marketing. This core set consists of needs, wants and demands. Earlier it might have been enough for us to satisfy people's needs, but that's not enough anymore today. Today we need to think even further and answer to the needs the customers have not even discovered yet. Many customers do not know what they want in a product and by responding only to the stated need the customer might be shortchanged. (Kotler and Keller 2009, 52-53.)

The four P's of marketing first introduced by Jerry McCarthy in 1960 represent the marketing-mix tools of four broad kinds. The four P's are: product, price, place and promotion. Marketers must understand these four P's if they want to succeed in their area of business. From these tools they need to select the parts that are necessary for their business and target group. The four P's are representing the tools that the sellers have available for influencing buyers. If we look at this from the buyer's point of view, these tools are designed to deliver benefit to the customer. In the figure below we can find the particular marketing variables. (Kotler and Keller 2009, 62-63.)



GRAPH 1. The four P's in marketing mix (Kotler and Keller 2009)

2.2 Developing local economy

Tourism and economy go hand in hand because high rate of tourism affects positively on economy and a good economy affects positively on tourism. All local entities in a global economy have the challenge of crafting their own economic localities, no matter if the locality is wealthy or poor. (Blakely and Leigh 2010, 1.)

Sustainable local economy development can be explained with a definition that consists of three different levels. The first establishment for economic development is that everyone has a minimum standard of living. Recognition of that in economic development translates to job creation that provides living wages, in other words earnings for full-time work that are high enough to lift individuals out of

poverty. The second establishment is that development reduces inequality which means that certain groups are left behind and have a harder time securing the standard of living because growing economy drives up to the costs of living for all. The third establishment is that economic development should promote and encourage sustainable resource use and production. (Blakely and Leigh 2010, 75.)

Companies must become more productive all the time; otherwise the economy cannot become productive. When enhancing prosperity, all the industries in the local area need to improve their productivity. It will affect the local economy both directly and through the influence that the companies have on each other. (Porter, Economic Development Quarterly 2000.)

2.3 Marketing strategy

The most important things in strategic marketing are focusing, positioning and differentiation. The companies should be really careful about how they define their market. In marketing management it is important that the companies are able to provide high quality and good service. Nowadays these are getting to be commodities and that's why the companies need the ability to build a long-term relationship with the customer. This can be accomplished by offering the customers better products and services than they are expecting. (Kotler 2005, 43-44.)

Marketers need to realize that customers, products and markets are not only undergoing change, but they have already changed. If a marketer refuses to see this it is better for them to give up. Marketers have to think about their products and services and find their areas of weakness and make an improvement there. Normal isn't the thing anymore, but instead people want something extraordinary. (Findlay Schenck, March 14 2013, Entrepreneur.)

2.4 Marketing and psychology

Integrating psychology in to your marketing is one of the best ways to boost sales. How products and services are marketed makes a big difference in the sales fig-

ures. A well-done advertisement influences people and is psychologically planned. There are many different ways to do psychological marketing. The definition of psychology is:

Psychology is the scientific study of the human mind and its functions, especially those affecting behavior in a given context.

The first point to psychological marketing is getting people commit people before committing. This means that we make the customers mentally ready to buy our product or service. The goal is to make the customer feel like there is no or close to non-risk in the product or service offered.

Another aspect is to offer the customer the future pace. In this case we are trying to make the customer focus on the outcome of the purchase instead of the purchase itself. This is a very common trick used in real estate business. If we sell the customer an image of what will be, they are more likely to make the purchase.

The third point is to make people work for it. If people have to make an effort to get a product or service it will feel more exclusive and appreciated. When exclusivity is created people feel like they are among the few lucky ones who have access to the product or service.

The fourth point in psychological marketing is the power of why. Customers always have questions and if we don't answer those questions well enough the customers will leave. They will find another place where their questions will be answered. Marketers need to think that the customer shouldn't have to have any questions left once they have approached the company.

The last point is called building up anticipation. Basically this means that we should make people wait for the products or services. If we build up the anticipation in people they are even more eager to get the product or service. In this case instead of selling products or services to people they are requesting us to sell them those. This is also a very good way to increase sales. A great example of this idea of building anticipation is how Apple Inc. works. They launch their prod-

ucts in certain amounts, which makes people wait for them for quite long periods of time. People are even sleeping outside the stores before a new product is launched just to make sure that they will be among the first ones to get the product.

Big changes are not necessary if we want to see results. Sometimes even the smallest change in the marketing strategy is the crucial factor. For instance replacing the word “if” with “when” can make a big change in the purchase decision of the customers. (Patel, August 22 2013, Quicksprout.)

2.5 Key factors in cooperation between community and enterprise

Cooperation between community and enterprise is important for both of them. Especially small airports in smaller cities are depending a lot on the surrounding municipalities. On the other hand the municipalities are also depending greatly on having an active airport in the area, since this is the channel that guarantees more people visiting the area. These days people want travelling to be fast and easy and that’s why having an airport is important. In table 1 are listed the key factors in cooperation between community and enterprise.

TABLE 1. Key factors of cooperation

Communication	Certain people from the airport and the municipality are assigned as contact persons to take care of the communication between these two.
Planning	The assigned contact persons are taking care of the planning of the cooperation. Planning should take place at least twice a year.
Financing	Financial support is crucial for the future of the airport. The municipality should have a far-reaching vision when it comes to this, since having an active airport in the area is important for the local economy.
Support	The airport and municipality can support each other. Different campaigns could be used to improve the visibility of the municipality. Vice versa the municipality can support the airport financially.

3 METHODS

As methods for this thesis I have decided to study literature, do research and make interviews. Since this thesis is focusing on tangible ideas and suggestions I decided to make research and interviews aside of literature.

3.1 Literature

I have chosen to study literature by different authors to support this thesis. From the start I had the idea that I want to study literature published by Philip Kotler and Kevin Lane Keller. I found some great literature by these two to support my research. The oeuvres are quite broad, but I have tried to find the relevant information concerning this study.

I have also found some good articles on the Internet, that I have decided to use as literature in this thesis. I have tried to make sure to only use information from reliable sites.

3.2 Research

To begin I did some research on other smaller airports in Finland. I wanted to know how they have decided to catch people's attention and how they are marketing their area on the airport. I studied the amount of small airports and how they operate. The idea was to find both differences and similarities.

The first place I contacted was the airport of Mariehamn. They were very helpful and answered the questions I had made for them. I also contacted the airport of Skellefteå, but unfortunately I never got any answer from them.

I also wanted to research the tourism offices in the area. I have been in contact with the tourist offices in Pietarsaari, Kokkola and Kalajoki. Unfortunately, Kalajoki didn't want to comment on this matter in any way.

3.3 Interviews

Besides the literature the thesis will also have some ideas and points of view from the different interviews that were made during this project. The people I interviewed are Ari Nääppä from Kokkola-Pietarsaari airport, Jarkko Hakala from Ykkösmedia and Tanja Sabel from Mariehamn airport.

3.3.1 Kokkola-Pietarsaari Airport

Ari Nääppä, the manager of Kokkola-Pietarsaari airport was very helpful throughout the project. He shared many brilliant ideas that the personnel of the airport have been discussing. He seems to have a genuine interest in developing the airport. During the interviews he brought up several things he would like to change on the airport that support promoting the area.

According to Ari Nääppä the Kokkola-Pietarsaari airports main customers are people who fly to the area to do business. He feels that it is hard to show the potential of this area to them, because they are only focused on the purpose of their business trip. He wishes that there would be a way to catch their attention better and want them to come back on their free time.

Many of the ideas that Ari Nääppä has have got something to do with the appearance of the airport. He shared ideas of having local artist paint the walls with a theme, decorating the café and parking lot with products from local designers and selling local products. One thing he was precisely keen on was painting the walls in the security control with a theme that would be both local and tranquilizing. His suggestion was to paint the walls with an archipelago theme. Nääppä told that he sees everyday people getting anxious and scared at the security control and he feels that the right kind of environment would make them feel more secure.

Nääppä also told that he has had discussions with Kokkolan Matkailu and Concordia about improving the overall looks of the airport. Kokkolan Matkailu is responsible for the visibility of Kokkola in the airport whereas Concordia is responsible for the Pietarsaari area. Nääppä told that there have not been much marketing or promoting at the airport lately. Both of the cities have their info booklets in the lobby, but the stands are badly positioned and maintained.

Nääppä has also some ideas and wishes when it comes to the café of the airport. He would like to see the café using decoration items from local designers. He also liked the idea of selling local products in the café. They have had discussions about this with the owner of the café and she says it's okay as long as it doesn't reason any additional costs to her business.

Nääppä has a big interest in making Kokkola area more vivid and bring it to the airport to be shown. He is ready to make changes and improvements and he seems to truly care about things.

3.3.2 Ykkösmedia

I had the opportunity to talk to Jarkko Hakala from Ykkösmedia. Ykkösmedia is a marketing company that has a deal with Finavia. This deal includes that all marketing and advertising on Kokkola-Pietarsaari Airport comes through Ykkösmedia.

According to Hakala advertisement can be done in all possible ways. They are constantly working on coming up with fresh, new marketing ideas. They are also looking for new cooperation partners. The airport already has deals with some of the biggest companies in the area, which gives the companies the possibility to advertise on the airport.

Hakala says that Ykkösmedia is very willing to cooperate with Finavia and the airport even more than they do now. They are also open for ideas from the airport personnel and other directions that are involved.

3.3.3 Visit Åland

Ari Nääppä from Finavia gave an advice to contact the tourism office of Åland for some advice. I got in touch with Tanja Sabel, who is the Airport Manager of Mariehamn. She shared some of the things that they have done in Åland to promote the island. Åland is also a small place and that's why it is easier to search for inspiration there rather than at some of the big airports.

Tanja Sabel told that in Åland they have a tourism organization called Visit Åland that has very good visibility at the airport. They have window stickers in the arrivals lounge and a promotional carpet that leads the tourist from the arrivals lounge to the exit.

They also have different brochures available in four different languages (Finnish, Swedish, English and German). There are brochures that have information about the island itself, its history and significant landmarks, monuments and museums that have to do with the history of the island. There are also brochures with information about the events in Åland during summer. In these brochures there are also offers and advertisement from local entrepreneurs. The guides also provide tourists some tips and other useful information they will be anticipated to need during their stay.

Even though Åland is a rather small place, Tanja Sabel feels that they have made everything work well. She thinks that Visit Åland has done a good job when planning the promoting of events and attractions on the airport. Also Ari Nääppä thinks that Åland has succeeded in this and thinks that Kokkola-Pietarsaari has something to learn from them.

4 VISIBILITY OF KOKKOLA – MARKETING PERSPECTIVE

The empiri part of this thesis is focusing on the accessibility, possibilities, attractions and activities of Kokkola area. This part will give an insight on what Kokkola area has to offer.

4.1 Accessibility

You can get to Kokkola by train, car, bus or airplane. There is a train station right next to the shopping center Chydenia. There are good railway connections to the bigger cities and trains are coming and going all the time. From Kokkola to Helsinki it takes approximately 4,5 hours by train.

Kokkola-Pietarsaari Airport is located 20 kilometers from Kokkola. Unfortunately there isn't a railway between the airport and the city, but there is an airport bus that drives the passengers to the city. Also, there are always taxis available at the airport. The flight from Kokkola to Helsinki takes approximately an hour and 10 minutes.

The bus station is also located in the center of Kokkola. Buses that drive longer distances are well available. Local buses on the other hand are lacking. The bus route is driven only once every hour and there aren't too many bus stops either. This is something that should be improved. Also bus transportation to the nearby cities and villages.

4.2 Possibilities

Kokkola area has a lot of possibilities and potential. The city and its population are growing, which brings a lot of opportunities. Kokkola is strong in industry, which is also one of the things that bring people to the city, even if it would be for business purposes only.

The city of Kokkola has great opportunities to grow as a tourist attractive city. The

only problem is, that Kokkola lacks interesting and different tourist attraction. The city should have something to offer to the tourists, that they can't find in other cities.

One good possibility would be to open a cruise line between Kokkola and Umeå in Sweden. The cruise line would bring many visitors to Kokkola both from all around Finland and Sweden. Vaasa, that is located 120 kilometers south of Kokkola, has a cruise line to Umeå and especially in the summer it is very popular.

As a city Kokkola is very much full of potential, because it is an idyllic, charismatic and beautiful city. Another thing that might be successful would be a nice, new medium sized hotel. There are only few hotels in Kokkola and none of them is very interesting. A nice spa-hotel near the ocean would offer a nice alternative to those who seek for a nice relaxing holiday. That way the city could also get a reputation as a good "get-away" kind of city.

4.3 Attractions

Kokkola has to offer some attractions, that you don't find in other places.

The attractions in the area are not very known to the people living outside the region. Kokkola is though getting bigger and there are more attractions for people to visit. Many of the attractions also have a historical meaning.

4.3.1 Tankar

Kokkola is a city by the sea. This gives the opportunity to people to explore the area even further. You can get to Tankar by boat, but during winter also by car. In lack of your own boat you can get there with M/S Jenny, a cruise ship that sails between Kokkola Camping and Tankar.

Tankar is an island where the fishermen used to live. The lighthouse on the island is one of the last ones in Finland still standing. There is also a museum on the island that exhibitions the seal hunting of the fishermen.

Tankari provides more to the visitors, than only the wonderful lighthouse. At Tankari there is a couple interesting exhibitions (museums), a charismatic old church and of course the beautiful nature.

It is also possible to stay in Tankar over night. There are also summerhouses where people live during the summer. (Kokkola.)



**Graph 2. Tankari island and the lighthouse
(Keskisalmi)**

4.3.2 European food market

For the third time now Kokkola has decided to host the European Food Market. It is a one-week-long event where food merchants from all over Europe stay in Kokkola and sell their products.

The event has had become very popular in Kokkola and it brings hundreds of people down town to explore what the merchandisers have to offer. The food market event is under continuous development and this year also local producers have the possibility to sell their products.



Graph 3. Selection from the European Food Market

The European Food Market brings a very welcome breeze of southern Europe to Kokkola. This is also a possibility to introduce Kokkola to the European merchandisers.

4.3.3 Neristan

Neristan is one of the biggest historical wooden house complexes in Finland. In Neristan you can sense the spirit of old Kokkola. It is 12 blocks wide and has hundreds of wooden houses. The oldest ones are from the 17th century. The location of Neristan is ideal because it is only a few minutes walk from the city. (Kokkola.)



Graph 4. View of Neristan (countrysally.blogspot.com)

There are guided tours in Neristan where the guide tells the history of Neristan along the way. It is also possible to take a tour in Neristan without a guide with the help of a map that available at the tourist info. There are numerous different events arranged in Neristan during the summer. During wintertime a Christmas market opens up in Neristan with local sellers who sell snacks and handcrafts. In advent time there is also a tradition in Neristan, when 24 houses are selected and their task is to arrange one of their windows to be one of the lids of a advent calendar. (Kokkola.)

4.4 Activities

Kokkola has to offer some quite fun activities to the visitors. The selection of activities could be broader though. There is a range of activities in different price classes to choose from. During summer time there is more to choose from, but there are still activities for the winter also.

4.4.1 Vesiveijari

The local swimming hall offers many different kinds of swimming pools from pools with ice-cold water to nice and warm Jacuzzis. During summers Vesiveijari has an outdoor section with a water slide, some pools and sunbathing chairs. The facility has been renovated a couple of years ago. It is the biggest swimming center in the area.



Graph5. Jacuzzis in Vesiveijari (www.kauppatori.kpk.fi)

In the summer Vesiveijari organizes a competition in racing down the water slide. There are different categories where you can compete. The fastest racers in each category are given prizes.

4.4.2 Kokkolan Golf

Kokkola has a very good golf course located only 4 kilometers from the city center. The golf course has full 18 holes located in a beautiful environment. There is also a range, putting area and a practice course.

In the clubhouse they have restaurant Raffi that serves both golfers and non-golfers. Raffi serves both lunch and á la Carte. The restaurant can also be booked for private events.



Graph 6. Kokkola Golf Clubhouse

4.4.3 Kokkolan camping

Kokkola Camping is located outside the city by the sea. It has a beautiful park like environment around it and the fresh breeze from the ocean is present. If you don't have an RV or don't want to sleep in a tent you can choose to rent one of the villas. The villas have been so very popular among tourists and Kokkola Camping has decided to build four more villas.

The camping area has a lot of activities to offer. There are several volleyball fields both inside the camping area and on the beach right next to it. There are also mini golf and Frisbee golf courses available. There is also a small skate park.



Graph 7. Kokkola Camping (Kokkola Camping.)

There is a beach right next to the camping area. It has a sand beach, but there is also a big area with grass. There is a lifeguard on duty on this beach during holiday season. There is also a small kiosk on the beach.

4.4.4 Kokkolan kaupunginteatteri

Kokkolan Kaupunginteatteri is located very close to the city center. The theater has been active since 1905. At the moment Sini Pesonen, a young director from Helsinki, runs the theater. The city of Kokkola, Kokkolan Teatterinaiset and the union of Central Ostrobothnia own the theater. The theatre in Kokkola is one of the smallest professional theatres in Finland. (Kokkolan kaupunginteatteri.)

The building where the theatre is located was built in 1927. It has been renovated a couple of times during the years. The newest renovation has begun in April 2014 and it will be finished in September 2014. The building has two stages. The bigger one fits 204 people. The smaller stage is built for 60 people, but depending on the scenography of the play it may vary. (Kokkolan kaupunginteatteri.)

Kokkolan Kaupunginteatteri doesn't have any activity between June and the beginning of September. There are some amateur theatres such as YTN and Iltatähti that organize summer theatre.



Graph 8. Kokkolan Kaupunginteatteri (Kokkolan Kaupunginteatteri.)

4.4.5 Venetian Festival

The Venetian festival is party of water, fire and light. Mainly it is only celebrated in Kokkola in the end of the summer. It is also a celebration of the ending of summer cottage season. During the Venetian festival weekend there is plenty of different happenings in the city. On Friday and Saturday there are many good and successful musical performers, for example at the 2014 Venetian festival the famous rap artist Mikael Gabriel was performing. On Sundays there is always activities for children, so the whole family can get something out of the Venetian festival.

On Saturdays there is always arranged the traditional rowing competition in the strait that goes through the city. The Venetian marathon has also become a yearly tradition. The peak of the festivity is the mind-blowing firework show on Saturday night at 12 p.m.



Graph 9. Fireworks at the Venetian festival (www.turisti-info.fi)

4.4.6 Evening market

Evening market is a popular activity in the city that brings many people to the market place. It is held every Wednesday evening during the summer season. The idea of the evening market is that people can come and sell stuff that they no longer need. Usually there are also regular flower and vegetable sellers. At the corner of the market place there is a stage, where many different organizations arrange program, mostly something that includes music in some way.



Graph 10. Traditional evening market on a Wednesday night (www.yle.fi)

The evening market is an excellent place for tourists to really sense the spirit of the city. They can stroll around at the different tables and get familiar with the things that people are selling. There are also a number of cafes surrounding the market area. One of the most popular things at the evening market is the Asian lady who sells her famous spring rolls.

4.5 Options to promote Accessibility, Possibilities and Attractions in Kokkola-Pietarsaari Airport

There are many options when it comes to promoting the Kokkola area at the airport. Options to do marketing and promotion are unlimited and there is a lot of room for imagination. Since the airport is quite small most changes in the appearance are easy to notice by most passengers. In figure 3 are listed the different ideas that could be used for the promotion.

TABLE 2. Options for promotions

Accessibility	Can be promoted by having an info desk at the exit hall, where maps, contact information etc. are available. An employee of Kokkolan Matkailu could be responsible for the desk. The info desk would be open during the times that flights arrive to the airport.	Customer centered marketing
Possibilities	Can be promoted by brochures that are up to date, commercials in form of videos and scoreboards.	Informative marketing
Attractions	Can be promoted by brochures that are renewed regularly, scoreboards, videos etc. Also stickers in windows and on the floor can be used. The areas for baggage claim and security check are also good for placing ads. More detailed information about the attractions can also be given from the info desk.	Massmarketing

5 CONCLUSION

The visibility of Kokkola area at Kokkola-Pietarsaari airport can be improved in many ways. The best way to achieve some results is for the different actors involved to cooperate. This means that the municipality, airport and marketing office come together and make a united plan. It would also be a good idea to nominate one person to be in charge of making sure that the marketing material is available at all times. This person could also be there to make sure that the municipalities in the area play by the same rules.

If we think about the things that Ari Nääppä was talking about when it comes to the decor and appearance of the airport, many improvements can be done there also. The walls in the security control and arrivals lounge can be painted and a company or a municipality could sponsor them. For instance city of Kokkola could buy some wall space in the arrivals lounge and have it painted with a theme that has something to do with the city. Another idea is to use window stickers that people see right away when they land to the airport.

As Ykkösmedia said, advertisement can be put basically anywhere. This could be utilized in many ways. The easiest and most affordable ones are window stickers, advertisement carpets and advertising on the boxes that are used in security control. It is a good thing to invest in the arrivals lounge and security control since they are the places where people have time to look around. Also different brochures are an easy way to inform people about the areas attractions and activities, but the problem there is that people usually rush out the second they have received their luggage. Most of them won't even see the brochures. The best location for the brochures would then be at the arrivals lounge.

In the café some things can be also done in order to promote the area. There are many young designers that originate from the area and their skills could be utilized to give the café a facelift. Small changes in the café would be enough. This would mean giving it a warmer feeling by adding curtains, carpets and tablecloths and using decoration such as flowers or candles on the tables. Also the furniture could be changed to ones designed by a local carpenter. The café could be serving

fresh bread and pastries that they get from a local bakery. They could also be selling local products aside the café. (APPENDIX 3).

The municipalities of both Kokkola and Pietarsaari are willing to improve the visibility of their cities on Kokkola-Pietarsaari Airport, but the biggest issue is money. Representatives from both cities say that they are not able to invest a lot of money in this, but if affordable solutions can be found they are interested. They are interested in producing brochures, because of their low production costs. It came up that there isn't any brochure available that would have the biggest events in Kokkola listed. In order to support creating such brochure I made a sketch version of a possible brochure (APPENDIX 1).

Another quite easy and affordable thing to execute would be using floor stickers. For instance, in the lobby there could be floor stickers showing the distance to different cities. Not only do they look nice, but also they are informative and interesting. The floor stickers could be shaped like an arrow and be placed to point to the direction where the city is (APPENDIX 2).

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Kokkola

city from the sea!

**Visit Kokkola and
experience
happenings**

throughout the year.

**There is something
for everyone. How
about...?**

Events of 2014:

- 13.-16.2. Kokkola Winterdance
- 16.-23.2. Winterharmonica
- 15.-16.4. Spring Fair
- 9.5. Kokkola City Run
- 24.-25.5. Fishmarket
- 27.-29.6. Mustakari in Memories
- 28.6.-6.7. Summerweek
- 14.-20.7. European foodmarket
- 17.-20.7. Kokkola Cup
- 24.-27.7. Kokkola Opera Festival
- 29.-31.8. Venetian festival
- 6.9. Middle Age day
- 20.-21.9. Fishmarket
- 20.-21.9. Build&live expo
- 7.-8.10. Autumn Fair
- 22.-23.11. Christmas market

Come and experience!

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annanygard.com



Anna Nygård Design / tray
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PaaPii Design / "Nap" poster
paaplidesign.com



PaaPii Design / "Owl" poster
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